

## Frequently Asked Questions Relating to 2017 Football Ticket Sales

### Why is Notre Dame making changes?

All of the changes being made to the football stadium are designed to improve the experience of our fans. As we bring those improvements online, it makes sense to also explore how we can enhance the ticket buying experience. The changes we are now introducing are designed to do that. They also build off of the various innovations introduced in recent years including implementing differential pricing by game, moving the lottery on-line, decoupling individual game pricing from the cost of a season ticket, making additional season tickets available for sale, freezing the price of student tickets, and introducing a ticket resale service. The common element of all of the changes – both those previously implemented and those we are now introducing – is our commitment to ensure that the Notre Dame football game day remains an unrivaled experience, one that is accessible, affordable and fully consistent with the values of the University and the traditions of America's most storied football program.

### What is the most significant change for 2017?

The introduction of pricing that is based on seat location. No longer will the person who sits in the end zone be asked to pay the same amount as the person who sits at midfield. This is a more equitable approach that will help to ensure greater access to Notre Dame football games. The result of this approach is that, depending on the location of the seat and the game, ticket prices for traditional bowl seating will range from a low of \$45 to a high of \$250.

As a result of this change 1) 50% of the bowl seats will be available at a price that is the same or lower than the price of that same seat this past season, 2) the amount of revenue being generated from the sale of tickets for seats within the bowl will remain comparable to that generated in 2016, and 3) our fans will have the flexibility to decide where they will sit and how much they will pay.

### How many different price points will there be?

For each game there will now be nine ticket price points in the stadium bowl: four upper bowl, four lower bowl, and one for the chair back seats in the first nine rows of the lower bowl (traditionally referred to as the "gold seats").

The practice of variable pricing by game that has been in place since 2012 will also continue.

### Should we expect a price increase in 2018?

No, ticket prices will remain the same for both 2017 and 2018.

### How will this impact the lottery?

Very little. The lottery will continue to be administered on-line and the conditions for participating in it will remain the same. The only difference is that when you identify your preference for the games you will also be asked to identify your preference for seat location. This is similar to the method that has been in place for Shamrock Series games for several years.

### Will season tickets be available for purchase?

Yes, not only will every current season ticket member be able to continue to purchase season tickets, but additional season tickets will be made available. The only limitation on the number of season tickets will be Notre Dame's commitment to ensuring that at least 50% of the stadium's total capacity remains available on an individual game basis.

Reserve your 2017 season tickets today at [www.und.com/footballtickets](http://www.und.com/footballtickets).

### Does everyone who purchases season tickets have to make an annual contribution to the University?

Generally, yes, with a few exceptions:

- Faculty and staff of the University, retired faculty and staff and students will all continue to be exempt from the required annual gift per ticket.
- A small number of season tickets members may be exempt from the required annual gift based on a prior agreement with the University. This exemption is personal and may not be transferred beyond a surviving spouse.

Beyond these narrow exceptions, every season ticket will require an annual gift per ticket. The amount of that gift will also vary by seat location.

### Season tickets are expensive enough, why should the opportunity to purchase them require an additional contribution?

Since 1968, Notre Dame has used the required annual gift associated with season tickets as a way to fund the maintenance and operation of the stadium. The University will continue that practice going forward as a way to ensure that the improvements we are now making to the stadium are maintained in the manner that our fans expect. The contributions made in association with season tickets in the new premium seating spaces on the upper floors of Corbett Family Hall and Duncan Student Center are being used to support the construction and maintenance of those buildings as well as O'Neill Hall.

### If I am a current season ticket member, will my seat locations be affected?

Season ticket members will be able to keep their approximate seat locations unless construction necessitates a move. The increase in width of each seat in the lower bowl combined with the renumbering of the sections and seat numbers may result in minor shifts in location, but most will be unaffected. In those limited cases where a more significant move is necessary, the ticket office will contact each season ticket member and present them with alternatives.

### Will I have the opportunity to move my season tickets to a different location?

Yes. With the new online seat selection process, season ticket members can evaluate alternative seat locations based on availability.

### How will the seating capacity change?

Our focus on improving patron comfort by increasing the width of seats in the lower bowl, coupled with the relocation of the marching band to seats within the bowl and the creation of a second tunnel for use by the visiting team, means that the stadium capacity will decrease slightly. This past year we had 80,795 seats available for sale. In 2017 we will have approximately 74,000 seats available for sale in the bowl and 4,000 seats in the new premium seating areas located on the top floors of Corbett Family Hall and Duncan Student Center.

### What impact will the various changes have on student seating?

Students will remain in the same locations and the cost of student season tickets will be reduced by \$5 from the price that has been held constant since 2012.

### What are the stadium enhancements that will impact the fan experience?

- New and wider seating in the lower bowl (from 16 to 18 inches) to match that in the upper bowl
- Improved connectivity with substantially enhanced Wi-Fi and cellular service
- Fully renovated concourses, restrooms and concession stands with refreshed menus
- A 96-by-54-foot HD video board on the south end of the stadium and ribbon boards on the east and west sides of the stadium. These ribbon boards will be used to communicate game information including time, score, down and distance.
- Video monitors at various locations throughout the concourse, including on concession stand façades
- A new audio system

### Will there be changes to season parking passes?

The ongoing growth of the campus makes it inevitable that the size and number of available spaces will continue to be impacted. Among the specific changes fans can anticipate are:

- White Field parking will now be an included benefit for season ticket members.
- An online selection process will facilitate parking lot selection based on availability.
- A new reserved space parking pilot program will be instituted. In this program a designated number of spaces will be numbered and held for the pass holder with the corresponding numbered pass.
- Joyce Handicap (JH) and Stadium Handicap (SH) lot passes are being reissued as standard Joyce (J) and Stadium (S) lot passes. The physical location of these accessible parking areas are not changing but will now require a state issued ADA placard or qualifying license plate in addition to the standard lot pass in order to enter them.

Zipper parking will continue to be used to ensure safe and efficient parking on game day.

### Can anyone sell their tickets on Notre Dame's official ticket resale site (Vivid Seats), regardless of the ticket type?

Yes, any ticket holder (single game or season) in the stadium bowl is eligible and encouraged to go to [und.com/ticketexchange](https://und.com/ticketexchange) to use the Notre Dame Ticket Exchange powered by Vivid Seats, our preferred secondary market partner. Premium seat season ticket members will be provided a similar but more limited environment to buy and sell premium seat tickets.

### Can a person sell tickets on Vivid Seats for higher than face value?

Yes, there are no limitations on the price at which a ticket holder can resell a ticket.

### Will there be opportunities to purchase game-by-game club seating?

At this time, single game access to premium seating is not available.

### Will alcohol be served in the stadium?

Consistent with the policy that already exists for both Club Naimoli in Purcell Pavilion at the Joyce Center and O'Brien's in Compton Family Ice Arena, alcohol will be available in premium hospitality areas within the stadium. Alcohol will not otherwise be sold or allowed in the stadium.

Who is responsible for the decisions and policies reflected here?

A group consisting of representatives of the Administration, Athletics, and University Relations. For more information on the policies relating to ticket sales and attendance at Notre Dame football games please refer to the policies published at [und.com/tickets](http://und.com/tickets).